



Buy Detail Report

Revision #: 0 Date: 9/10/2012
1:01 PM

Client: Families for James Lankford
Media: TV
Product: Political
Market: Oklahoma City
Primary Demo: Adults 35-64
Separation between spots: 30

Estimate: 2230
Description: Lankford General TV 2012
Flight Start Date: 10/15/12 5:00:00 AM
Flight End Date: 11/6/12 4:59:00 AM
Survey: Nov08 DMA Nielsen

Vendor: KOKH-TV
1228 E. WILSHIRE BLVD.
Okla City, OK 73113

Send Billing To: Rollins Communications
P.O. Box 52667
Tulsa, OK 74152

Phone: 405-475-9139
Affiliation: FOX

Fax: 405-475-9163

Phone: (918) 293-0492
Fax: (918) 512-4889

Estimate Comments:

Revision Comments:

| Line No | Daypart Program | Daypart Code | STN Gross | Dur | Wks | | | | Total Spots | Adults 35-64 |
|---------|--|--------------|------------|----------------------|-------|-------|-------|------|----------------|--------------|
| | | | | | 10/15 | 10/22 | 10/29 | 11/5 | | RTG |
| | | | | | | | | | | CPP |
| | | | | | | | | | | |
| KOKH-TV | | | | | | | | | | |
| 628 | MTuWThF 6:00a-7:00a FOX25 NWS-6A< | EM | \$60.00 | 30 | 4 | 4 | 5 | 0 | 13 | 1.2 |
| | | | | | | | | | | \$50.00 |
| 629 | MTuWThF 7:00a-9:00a FOX25 NWS-7A< | EM | \$75.00 | 30 | 4 | 4 | 5 | 0 | 13 | 1.2 |
| | | | | | | | | | | \$62.50 |
| 630 | MTuWThF 9:00p-9:45p FOX PR-9NWCNTL< | LN | \$450.00 | 30 | 0 | 0 | 5 | 0 | 5 | 3.6 |
| | | | | | | | | | | \$125.00 |
| | | | | Total Spots: | 8 | 8 | 15 | 0 | 31 | |
| | | | | Total GRP/GIMP(000): | 9.6 | 9.6 | 30.0 | | | 49.2 |
| | | Total Cost: | \$4,005.00 | | | | | | Total CPP/CPM: | \$81.40 |
| | | Total | | | | | | | | |
| | | OCT 12 | \$1,080.00 | | | | | | 16 | |
| | | NOV 12 | \$2,925.00 | | | | | | 15 | |

Signature: _____

Disclaimer:

VERTICAL & HORIZONTAL ROTATION WILL BE ENFORCED. BILLING IS CALENDAR NOT BROADCAST. COMPLETE INVOICES DUE 6TH OF EA. MO. INVOICES NOT REC'D BY THAT DATE WILL NOT BE PAID. MUST HAVE 20 MIN. SEP. BETWEEN SPOTS OF SAME PRODUCT. CLIENT IS RESPONSIBLE FOR PAYMENT, NOT ROLLINS COMMUNICATIONS.



Summary by Station/System

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Estimate Comments:

| Station | Total Spots | STN Gross | PCT | Adults 35-64 | | |
|----------------------|-------------|------------|------|--------------|------|------|
| | | | | CPP | GRP | PCT |
| KOKH-TV | 31 | \$4,005.00 | 100% | \$81.40 | 49.2 | 100% |
| Market Total: | 31 | \$4,005.00 | | \$81.40 | 49.2 | |